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(71) Applicant (for all designated States except US):
M-QUBE, INC. [US/US]; 360 Newbury Street, 7th
Floor, Boston, MA 02115 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): SNYDER, Randall,
A. [US/US]; 1082 Camio Drive, Campbell, CA 95008

(US). TROIANO, Michael, D. [US/US]; 7 Sturbridge
Circle, Shrewsbury, MA 01545 (US). GRINDELAND,
Mark [US/US]; Framingham, MA (US). PRIYADAR-
SHAN, Eswar [US/US]; 39 Cricket Lane, West Roxbury,
MA 02132 (US). HEWES, Gerald [US/US]; 43 Follen
Road, Lexington, MA (US).

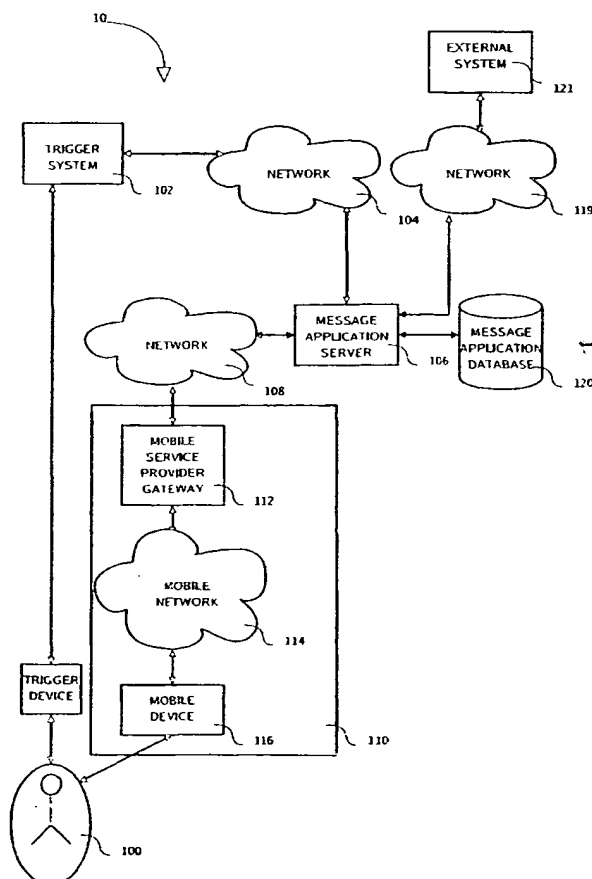
(74) Agents: SAMUEL, Richard, I. et al.; Goodwin Procter
LLP, 7 Becker Farm Road, Roseland, NJ 07068 (US).

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(54) Title: SYSTEM AND METHOD TO INITIATE A MOBILE DATA COMMUNICATION UTILIZING A TRIGGER SYSTEM



(57) Abstract: A system and method to enable a user to initiate a communication with an organization using a mobile communication device by means of a trigger system. A system and method to enable an organization to acquire a user mobile device address by means of a trigger system. A system and method to enable an organization to respond to a user by means of a trigger system and a message application server. A system and method to enable organizations to deliver mobile messages, coupons, offers and promotions to users mobile device by means of a combination of a trigger system, a message application server and an offer application.

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